I think this is a horrible idea! Cell phone rings and talking in public placecs has become a utterly disgusting sign of the decay of decorum in our society. It demonstrates that business and chatting have become the most important thing in life-- one that some people apparently can barely live without. I think we need to slow down and remember what it was like before this technology invaded our lives; think how much more calm and pleasant our lives would be without the disrespectful use of devices such as the cell phone in places where others have are forced to endure the noise. For air travelers, this would be extremely inappropriate and unfair.